

Interaction Design Project 1  
Designing website for the market segment  
Science, Technology and Medicine for  
e-publishing products.

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Interaction Design

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## Company

Impelsys has devoted themselves exclusively in delivering the most innovative, cost-effective, and flexible online content delivery technologies and services to the global publishing industry.

The digital age has brought monumental opportunities and challenges to publishers faced with the task of transforming their business from a single media model into that of an expansive, knowledge-based organization. Impelsys has devoted their skills to e-publishing and publishers identifying technologies, services and content solutions that deliver tangible results.

In less than a decade, Impelsys has earned a position of trust and a reputation for excellence by serving some of the most respected names in the publishing industry, both large and small. These include: McGraw Hill, Elsevier, Benchmark Education, and Prufrock Press etc.

## Project

Impelsys is an e-publishing company and the project was to design iPlatform which is a web portal solution that empowers publishers to monetize new and existing content, strengthen their relationships with readers, and to establish a profitable digital presence. Whether applied to a single chapter or an entire library, every iPlatform product is a modular solution, easily customized to accommodate changing business needs and expanding functionality.

They have nine different market segments and they want to design different websites for them and also they want their websites to have features of social networking where the users, members of that website can have a social network of their own on that website. The project was to design a website for the market segment of science, technology and medicine.

## Aim of the project

The aim of the project was to design an end to end website for the market segment of science, technology and medicine. The website should have all the features of a proper web2.0 site, on the user customization level , user interaction level and visual appeal, should have all the features that are required for a publisher website and the most important point was that it should have the features of the community websites, so that the users should be able to participate, should be able to share and communicate with others, and the website should have all the stickiness factors for the user to stick to the website and be a part of it.

## Design Process

This Internship gave me the opportunity to learn the process that is followed in the industry. First we started with the initial research work for the project. We had weekly tasks that were decided for us to be performed as the design process.

### Data Collection

#### Study of Web 2.0 websites:

Web2.0 websites were studied to know about kinds of users, activities, trends, special features, user customization, presentation style, most viewed and accessed, user interaction level and visual appeal.

#### Study of Web 2.0 Community websites:

Community websites were studied to know about the kind of users, user groups, user profiles, user goals for each user group, frequent users and their activities, preferences , features and trends.

## Design Process

### Study of Publisher websites:

Publisher websites were studied to know how publishing industry and each market segment works. All the features on all publishing websites according to the market segment were identified. List of the types of users, user activities and features provided for each user group was made.

### Personas and Scenarios

Personas and scenarios were created for each user group on the basis of research and data collected from the previous study. Users personal profiles, their primary and secondary activities, their interests, preferences, user goals were noted down. Since the target audience was the people in US, so we had to study their behaviour, interests preferences, likes, dislikes by studying their profiles on the various community websites, thus learned a new way of studying about the user and creating their personas and scenarios when its difficult to maintain a direct contact with the user.

## Design Process

### Study of the existing product

Existing product was studied from the visual appeal, user interaction and strategic point of view and then the special features from the existing product were sorted for the required market segment.

### Mind maps

Designing was started with the mind maps of the activities, preferences, needs of the target users, important features that are required in a website, features of website related to the e-publishing etc.

### Paper Prototypes

Paper prototypes were made with end to end navigation of the whole website with the added features according to the market segment, special features from the web2.0, community and publishers websites research findings, and also keeping in mind the visual appeal and the user interaction levels.

## Design Process

### Final design

After all the ground work and the paper prototypes, then final design was made in power point taking all the inputs from the paper prototypes regarding the user interaction level, visual appeal, community features, stickiness factors etc.

## Learning

This was my first industrial experience and was good, learned so many basic things to be followed in the Industry, the most important is the process that I learned to be followed in the industry for handling Interaction related projects, industry has a total different process to be followed to deal with the projects and the process that they follow is a little shortcut, than what we are taught here in IDC, they have a total different methodology and ways of looking at things.